

2016 LTAC FINAL REPORT

Art & Humanities Bainbridge

221 Winslow Way W., Suite 201

Bainbridge Island, WA 98110

Summarize the activities undertaken in providing the services described in Attachment A:

Arts & Humanities Bainbridge was awarded \$2,000 to support publication and distribution of Currents magazine. Three editions of the magazine were published during the year, with a total print of 45,000. Of that print run, approximately 9,000 copies were distributed to visitors through kiosks aboard Washington State Ferries vessels and in the Colman Dock (Seattle) ferry terminal. Currents was also available to the world, through our website. Total cost to produce the three print editions was approximately \$36,000. Production costs above the grant were underwritten through sponsorships by local nonprofit organizations, display advertising by local businesses, and out of the general operating fund of Arts & Humanities Bainbridge.

Reference the project objectives specified in Attachment A. Were those objectives achieved? Were there any unexpected positive outcomes or challenges?

Currents magazine was distributed through WSF venues, both onboard and at Colman Dock in Seattle, through the 12-month period. While the aggregate page count was down somewhat, each edition was nevertheless characteristically full of information on upcoming events and offerings by our partner cultural organizations. For instance, any visitor coming to the island who picked up the Spring/Summer 2016 edition would find a full- or half-page display features promoting upcoming exhibitions at Bainbridge Arts & Crafts and the Bainbridge Island Museum of Art, the perennially popular Bainbridge Island Summer Studio Tour, and an Amabile choral presentation among other events; and a robust calendar including offerings by many more cultural organizations (library, clubs, etc.). The magazine gives a very comprehensive picture of the island's cultural scene each quarter.

Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

The Bainbridge Island Chamber of Commerce reports a 5.5 percent increase in island tourism in 2016. Clearly, no single publication, website or marketing effort can take credit for that increase in activity. Currents magazine is nevertheless an integral part of the overall marketing efforts of the island's various cultural organizations, which together portray the island as a vibrant cultural community with many local activities and attractions of interest to prospective visitors. The magazine encouraged visits and overnight stays by visitors from around the region and around the country.

It should be noted during the grant period, AHB used Currents to promote its own cultural offerings, one of which (the Bainbridge In Bloom garden tour) is perennially heavily marketed to off-island visitors, and another of which (the Celluloid Bainbridge film festival) shifted its focus in 2016 to bring in more participants and patrons from Seattle and around the Pacific Northwest. Bainbridge In Bloom was very successful, and drew visitors from Seattle and the Pacific

Northwest, and the states of Massachusetts, Georgia, Colorado, Florida, North Carolina, Wisconsin, Indiana, New Hampshire, New York, Idaho, Oregon and California, as well as several Canadian provinces. In its 28th year, the garden tour remained one of the strongest single-event draws, with a definite weekend-long impact on island tourism. Celluloid Bainbridge, meanwhile, for the first time accepted entries by filmmakers from around the Pacific Northwest, and roughly half the festival programming was from off-island sources who then came to see their work shown at the festival. Currents has been a key marketing component of that program.

Describe involvement of any of the partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

Currents magazine enjoys strong advertising support from across Bainbridge Island's cultural and business sectors. Local cultural organizations including Bainbridge Island Museum of Art, Bainbridge Arts & Crafts, the Bainbridge Island Historical Society, Bainbridge Performing Arts, Kids Discovery Museum, Bainbridge Island Library, IslandWood, Bainbridge Island Land Trust, Bloedel Reserve, and others use the magazine for direct outreach to both islanders and island visitors, by purchasing sponsorships (display advertising) to promote their upcoming programs. This in turn solidifies the strong partnerships Arts & Humanities Bainbridge enjoys with many of these organizations through our Directors Forum.

Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

As noted above, the \$2,000 LTAC grant covered only a fraction of the Currents magazine production and distribution costs for the grant period. This was as budgeted, with the difference being made up through other sources. This level of LTAC funding did not allow distribution at other venues around Seattle (cruise ship terminal, concierge, etc.) as we had done in past years.

Provide a good-faith estimate of actual attendance generated by the proposal in the three categories below:

Please see attached JLARC report.

Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

Hard data on island tourism is elusive. The Bainbridge Island Chamber of Commerce does report walk-in visitor traffic of more than 102,000 people in 2016, a 5.5 percent increase over the previous year. This would tend to support data from other sources indicating that Seattle-area tourism is a growth industry. The tourism group "Visit Seattle" reported recently (April 2016) that Seattle saw record tourism for the third straight year, with some 38.1 million visiting in 2015, a 2.6 increase year over year. Overnight stays were up 2.3 percent during this period; total economic impact was estimated at \$9.7 billion. Bainbridge Island clearly benefits from its proximity to downtown Seattle and the exotic appeal of a ferry ride for visitors, which is why Currents is distributed through WSF venues. For purposes of this report and the JLARC form, we used numbers from our own Bainbridge In Bloom event (promoted in part through Currents), which we could track in-house with reasonable accuracy.